

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application Serial No. .... 10/632,301  
Filing Date ..... August 1, 2003  
Confirmation No. .... 3666  
Inventorship..... Estaban Sardera  
Applicant..... Microsoft Corporation  
Group Art Unit ..... 2623  
Examiner ..... Idowu, Olugbenga O.  
Attorney's Docket No. .... MS1-1365US  
Title: ..... MEDIA CONTENT NAVIGATION ASSOCIATED ADVERTISING

**RESPONSE TO AUGUST 7, 2007 OFFICE ACTION**

To: **Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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**INTRODUCTORY COMMENTS**

This communication is responsive to the Office Action dated August 7, 2007.

**Amendments to the Claims** begin on page 2 of this document.

**A Statement of Substance of Interview** begins on page 24 of this document.

**Remarks** begin on page 25 of this document.